

## What is claimed is:

1. An interactive television system, comprising:

a television distribution network for transmitting multiple video presentations over at least one channel to a plurality of remotely located terminals each having at least one television receiver associated therewith;

a centrally located presentation system for producing video presentations to be transmitted by said television distribution network, said presentation system comprising:

(1) at least one broadcast video presentation source, producing a video image sequence corresponding to a broadcast video presentation, said video image sequence having a plurality of images.

(2) an interactive video presentation source which produces interactive video images corresponding to an interactive video presentation to be transmitted by said television distribution network,

(3) a means to combine said interactive video images and said broadcast images to produce a transmission image sequence having a number of images, said transmission image sequence comprising a plurality of interleaved images of said broadcast video images and interactive video images,

(4) signal encoding means to encode said transmission image sequence into a television signal complying with the television signal format of said television distribution network; and

(5) transmitting means for transmitting said television signal over said television distribution network;

said plurality of remotely located terminals each further comprising:

(1) receiving means for receiving said transmission signal from said distribution network,

(2) decoding means to decode said television signal into said television image sequence,

(3) identification means for examining said received transmission image sequence and identifying whether each image pertains to one of said interactive video presentations or said broadcast video presentations,

(4) selection means for selection of video images associated with a presentation which selects said interactive video presentation or said broadcast video presentation to be displayed, and

(5) capture means to store said selected video image and display means to continuously retransmit said image to said associated television receiver at the standard television rate of the receiver.

2. An interactive television system according to claim 1 where said television signal is encoded in a digital format.

3. An interactive television system according to claim 1, wherein said plurality of images of said transmission image sequence are blocks of digitally encoded image data.

4. An interactive television system according to claim 1, wherein the data in said blocks has been compressed to remove redundant information.

5. An interactive television system according to claim 1 wherein said television distribution network comprises a telephone link.

6. An interactive television system according to claim 1 wherein said capture means comprises a personal computer.

7. An interactive television system according to claim 1, wherein a said interactive image sequence consists of a single image.

8. An interactive television system according to claim 1, wherein a said interactive presentation consists of multiple video images.

9. An interactive television system according to claim 1, wherein said broadcast video presentation is digitally stored on said interactive presentation system.

10. An interactive television system according to claim 1, wherein the said broadcast video presentation is activated and controlled said terminal

11. An interactive television system according to claim 1, wherein a specific video presentation is selected by said terminal device.

12. An interactive television system according to claim 1, wherein each of said remotely located terminals further comprise means for sending interactive instructions to said centrally located presentation system.

13. An interactive television system according to claim 16, wherein said means for sending interactive instructions is via a telephone network as DTMF tones.

14. An interactive television system according to claim 16, wherein said means for sending interactive instructions is via digital data originating from a computer located at the remote location.

15. An interactive television system according to claim 16, wherein said means for sending interactive instructions is via a wireless link.

16. The interactive television system in claim 1, wherein said interactive images are transmitted via said television distribution network responsive to commands from a separate computer system connected to said presentation system.

17. The interactive television system in claim 1, wherein said interactive images are transmitted via said television distribution network responsive to commands generated by said presentation system.

18. The interactive television system in claim 18, wherein said terminal selects said interactive video images.

19. The interactive television system in claim 18, wherein said interactive images are continuously transmitted via said television distribution network.